

Public Tasting Events

Guide for retailers, alcohol manufacturers, beer wholesalers/table wine distributors and liquor stores.

At a Licensed Premises:

The product must be purchased by the licensed on-premises retailer following the proper product distribution channels.

- Breweries may deliver their product directly to the licensed retail establishment as provided in 16-3-214, MCA.
- Wineries may deliver their product directly to the licensed retail establishment as provided in 16-3-411, MCA.
- Wholesalers may deliver the beer and/or wine product directly to the licensed retail establishment.
- Distilleries may deliver their product directly to the liquor warehouse or to the agency liquor store as provided in 16-3-101, 16-4-311 & 16-4-312, MCA.
 - The distillery may not deliver their product directly to the licensed retail establishment.
- An agency liquor store may deliver liquor and wine products to the licensed retail establishment as provided in 16-2-203, MCA

- The licensed on-premises retailer may pick up some products depending on the license type.
 - See 16-3-418 and 16-3-411, MCA and ARM 42.13.405 pertaining to wine.
 - See 16-2-106, MCA pertaining to liquor.

Serving at the licensed premises:

- Breweries – in order to serve and promote their product at a public event:
 - An owner and/or employee may serve with the licensed on-premises retailer's permission.
 - The brewery must purchase the product from the retailer no more than the ordinary retail price.
- Wineries – in order to serve and promote their product at a public event:
 - An owner and/or employee may serve with the licensed on-premises retailer's permission.
 - The winery must purchase the product from the retailer no more than the ordinary retail price.

Public Tasting Events Continued

Serving at the licensed premises continued:

- Distilleries – in order to serve and promote their product at a public event:
 - A registered vendor representative may serve with the licensed on-premises retailer's permission.
 - The distillery must purchase the product not less than the posted price from the retailer.
- Beer wholesalers/table wine distributors – in order to promote a product at a public event:
 - An owner and/or employee **cannot serve** the product.
 - An owner and/or employee **can only talk about** the product.
- Off-premises stores – in order to promote a product at a public event:
 - An owner and/or employee of the off-premises **cannot serve** the product.
 - An owner **can only talk about** the product.
- Agency liquor stores – in order to promote a product at a public event:
 - An owner and/or employee of the liquor store **cannot serve** the product.

- An owner **can only talk about** the product.

NOTE: Any employee of a licensed retailer can serve any product at the licensed premises and must possess a valid alcohol server training certificate.

At a Public Event not at a Licensed Premises (e.g. Farmers Market, Festivals, etc.)

The product must be purchased by the licensed on-premises retailer holding a valid catering endorsement or special permit holder following the proper product distribution channels.

Who can serve when the event is catered by a licensed on-premises retailer holding a valid catering endorsement?

- The licensee or licensee's employees.
- Volunteers of the licensee (not required to have server training).
- The alcoholic beverage manufacturer or vendor, its employees, or registered vendor representatives if:
 - The licensee gives their explicit consent.

Public Tasting Events Continued

Who can serve when the event is catered by a licensed on-premises retailer holding a valid catering endorsement (continued)?

- The alcoholic beverage manufacturer or vendor holds a current alcoholic beverage license, registration, or permit from the department AND
- Each person listed above serving alcoholic beverages is current with the Responsible Alcohol Sales and Service Act, provided in 16-4-1005, MCA, prior to the commencement of the catered event.

Who can serve when the event is a special permit holder?

- Volunteers of the special permit holder (not required to have server training).

** All licensees must comply with all Federal and Montana alcoholic beverage laws and rules.

Catering: 16-4-111, 16-4-204, MCA and ARM 42.12.128, Public Beer and Wine Tastings: ARM 42.12.313

Special Permits: 16-4-301, MCA, ARM 42.12.324, and 42.12.323

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